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BURNETT'S

PURE COD LIVER OIL,

Carefully Prepared only from Fresh and Healthy Livers,

BY

THEODORE METCALF & CO.

Apothecaries, No. 39 Tremont Street, Boston, Mass.

SOLE PROPRIETORS.



THIS OIL, which has long been extensively used with great success by medical practitioners in England and on the Continent of Europe, and more recently in this country, is now, by common consent of the Faculty, classed among the most efficacious remedies in the treatment of rickets, softening or decay of the bones, rheumatic affections, especially those of a chronic type, scrofulous abscesses, glandular enlargements, chronic diseases of the skin, and relaxed, torpid, or phlegmatic conditions of the system generally.

Several distinguished medical gentlemen in this country have lately published papers, showing the great efficacy of this simple remedy in removing Coughs, Influenza, Bronchitis, and other irritating diseases of the throat and lungs.

In pulmonary complaints, it has been proved to exert a curative influence truly wonderful, even in the advanced stages of disease. Dr. J. C. B. Williams, Consulting Physician to the Brompton Hospital for Consumption, after prescribing it in 400 cases of consumption (in 234 of which he preserved full notes), states, in the *London Journal of Medicine* for 1849: "As the result of experience, confirmed by a rational consideration of its mode of action, the *pure fresh* oil from the liver of the Cod is more beneficial in the treatment of pulmonary Consumption than any other agent,—medicinal, dietetic or regimenal,—that has yet been employed."

The same eminent authority, after an experience of over forty years, during which time he treated more than 20,000 cases of Consumption, says, in the *London Lancet* for 1868:

“The great remedy, more essential and more effectual than any other, is COD LIVER OIL,—the pure, pale oil, simply extracted from the fresh, healthy liver of the fish; and I have no hesitation in stating my conviction that this agent has done more for the consumptive than all other means put together; and so far is this remedy from having ‘had its day and gone out of fashion,’ that, in my experience, its usefulness and efficacy have gone on increasing in proportion to the greater facilities for obtaining it in a pure state.

“The average duration of life in phthisis has, during my experience, been quadrupled or raised from two to eight years.

“Cod Liver Oil, when taken into the system in sufficient quantities, and for a sufficient length of time, acts as a nutrient, not only adding to the fat of the body, but also promoting the healthy growth of other tissues, and in some way, as an alterative, counteracting the morbid tendency to the proliferation of the decaying cells of pus, tubercle, and kindred cacoplastic and aplastic matters.

“Its efficacy depends much on its being absorbed freely into the blood, and through the circulation pervading all parts of the body, and thus reaching to the very seat of morbid deposits and formations.

“Cod Liver Oil surpasses all other oils and fats in the facility with which it forms emulsions, which are tolerated by the stomach and readily absorbed into the blood, without causing the nausea and bilious derangement that commonly result from an excess of fat food.”

(From Pereira's *Materia Medica*, Vol. II., part 2d, p. 2243.)

“The experience of the profession at large appears now quite to have established the fact, that Cod Liver Oil is one of the most efficacious of all remedies in arresting the progress of pulmonary phthisis; that it enables patients to struggle on longer against the inroads of the disease, and thus enables them sometimes to obtain cicatrization and contraction of cavities which otherwise must have produced speedy death.”

Directions for taking Burnett's Pure Cod Liver Oil.

The best time for the administration of the Oil is immediately after, or, to those who prefer it, at or before a solid meal, with the constituents of which the Oil becomes so intimately blended that it forms a part of the chymous mass, and is less likely to rise by eructation than when the Oil is taken into an empty stomach.

As the use of the Oil should be continued for a long time,—perhaps for months or even years,—it is of great importance to conciliate both the palate and the stomach by giving it in a vehicle which may agreeably disguise its flavor and strengthen the stomach to bear it. For this purpose, syrup may be added according to the taste of the patient, or still better, some bitter tincture, such as Columbo, Cascarella or Quinine, in every case in which it is desirable to improve appetite and tone.

The bulk of the whole dose of Oil and vehicle should be small, so that it may be swallowed at a single draught; therefore the vehicle should not exceed a tablespoonful, with, at first, a teaspoonful of Oil, to be gradually increased to a tablespoonful. The dose of Oil should rarely exceed a tablespoonful twice or thrice daily. When a larger amount is taken at a time, generally either it deranges the stomach or liver, or some of it passes unabsorbed by the bowels.

With some individuals the Oil agrees so well, and so much improves their digestive power, that they require few or no restrictions in diet; but this is not the case with the majority. The richness of the Oil does prove more or less a trial, sooner or later, to most persons; and to diminish this trial as much as possible, it becomes proper to omit or reduce all other rich and greasy articles of food. All pastry, fat meat, rich stuffing, and the like, should be avoided, and great moderation observed in the use of butter, cream, and very sweet things. Even new milk in any quantity is not generally borne well during a course of Oil. A plain, nutritious diet of bread, fresh meat, poultry, game, with a fair proportion of vegetables, and a little fruit, and only a moderate quantity of liquid at the earlier meals, commonly agrees best, and facilitates the continued exhibition of the Oil in doses sufficient to produce its salutary influence in the system.

"Such," says Dr. Williams, "are the directions which have proved most effectual in the administration of a remedy which may be truly said to have so much altered the prospects of the consumptive as to give hope of cure in not a few, and of much prolonging life in by far the greater number. But to induce patients to follow these directions, and to overcome their aversion to a remedy which the prejudice of some represents as disgusting, and the experience of many may find trying to continue for so long, the practitioner will often find it necessary to use all his powers of argument and persuasion. The great plurality of patients are amenable to reason, and are willing to follow any advice that is given with *confidence* and *clearness*. To those who demur or rebel, it is generally expedient to tell the plain truth—that they have a serious disease, pretty sure to increase, and sooner or later to destroy life if left to itself; but *here is the remedy*,—the only one worthy of the name, which, if carefully and faithfully used, may arrest and cure the disease, and is pretty sure to retard it and prolong life more than any other known means. If the physician believes this himself, he will rarely fail to carry his patients with him. I believe it firmly, and I seldom fail to make the patient take the Oil, and to persevere with it, in the experience and conviction that it is essential to his well-being and improvement."

In conclusion, he says that, "Under careful treatment, life may be prolonged for many years in comfort and usefulness, and, in not very few cases, the disease is so permanently arrested that it may be called CURED!"

39 TREMONT STREET, BOSTON, Jan. 1st, 1855.

I have disposed of my stock and business to THEODORE METCALF & Co., who alone are authorized to make and sell my Cod Liver Oil. Mr. Metcalf, who established the business, and Mr. Goodwin, who has been connected with it for twelve years, are both so favorably known to the public that any recommendation from me is unnecessary.

JOSEPH BURNETT.